

CONTRACT



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2531164 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 04/21/22 / 04/22/22
<u>Contract Dates</u> 04/24/22 - 04/30/22	<u>Estimate #</u> 424430	
<u>Product</u> Herbster		
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WOWT	<u>Account Executive</u> Mary Beth Keating	<u>Sales Office</u> Omaha National
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
	<u>Order Type</u> NORMAL	
<u>Agcy Code</u> 9912891	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u> 114228	<u>Advertiser Ref</u> 596463	

And:

Smart Media Group
PO Box 26067
Alexandria, VA 22313

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WOWT	04/25/22	04/29/22	Today Show II	9a-10a		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$100.00				
N 2	WOWT	04/25/22	04/30/22	Today w/ Hoda & Jenna	Today w/ Hoda & J		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$60.00				
N 3	WOWT	04/25/22	04/30/22	Midday News	11a-12p		:30			NM	10	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$100.00				
N 4	WOWT	04/25/22	04/30/22	Days of Our Lives	12p-1p		:30			NM	3	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTW----	3			\$75.00				
N 5	WOWT	04/25/22	04/30/22	M-F 1p-2p	1p-2p		:30			NM	10	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$40.00				
N 6	WOWT	04/25/22	04/30/22	M-F 2-230p	2-230p		:30			NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$50.00				
N 7	WOWT	04/25/22	04/30/22	M-F 230-3p	230-3p		:30			NM	10	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$60.00				
N 8	WOWT	04/25/22	04/30/22	M-F 3p-4p	258p-4p		:30			NM	10	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$70.00				
N 9	WOWT	04/25/22	04/30/22	Daybreak @ 430a	430a-5a		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	5			\$25.00				
N 10	WOWT	04/25/22	04/30/22	Morning News Show	6a-7a		:30			NM	10	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	10			\$250.00				
N 11	WOWT	04/25/22	04/30/22	Today Show	7a-9a		:30			NM	15	\$4,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>				
Week:		04/25/22	05/01/22	MTWTF--	15			\$275.00				
N 12	WOWT	04/30/22	04/30/22	Weekend News Sa	7-8a		:30			NM	2	\$200.00

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<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 04/21/22 / 04/22/22
<u>Contract Dates</u> 04/24/22 - 04/30/22	<u>Product</u> Herbster	<u>Estimate #</u> 424430

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$100.00			
N 13	WOWT	04/30/22	04/30/22	Sa Today	8a-10a		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$150.00			
N 14	WOWT	04/24/22	04/24/22	Weekend News Su	658a-8a		:30			NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				2	\$100.00			
N 15	WOWT	04/24/22	04/24/22	Su Today	8a-9a		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				2	\$150.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/18/22-04/24/22	Su Today	8a-9a	-----Su	:30		\$150.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
	2	WOWT	04/18/22-04/24/22	Su Today	8a-9a	-----Su	:30		\$150.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
N 16	WOWT	04/24/22	04/24/22	Meet The Press	857a-10a		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				1	\$225.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/18/22-04/24/22	Meet The Press	857a-10a	-----Su	:30		\$225.00	NM		
	See MG 16.2, 16.3, 16.4, 16.5, 16.6											
	2	WOWT	04/18/22-04/24/22	News @ 5p Su	459p-530p	-----Su	:30		\$250.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	3	WOWT	04/24/22-04/24/22	News @ 10p Su	10p-11p	-----Su	:30		\$250.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	4	WOWT	04/25/22-04/29/22	M-F News @ 4p	358p-5p	MTuWThF----	:30		\$175.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	5	WOWT	04/25/22-04/29/22	Midday News	11a-12p	MTuWThF----	:30		\$100.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
	6	WOWT	04/25/22-04/29/22	Midday News	11a-12p	MTuWThF----	:30		\$100.00	NM		
	Ⓜ	MG for 54.1, 16.1, 15.2, 15.1										
N 17	WOWT	04/25/22	04/30/22	M-F News @ 4p	358p-5p		:30			NM	10	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$175.00			
N 18	WOWT	04/25/22	04/30/22	News @ 5p M-F	457p-530p		:30			NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$300.00			
N 19	WOWT	04/25/22	04/27/22	NBC Nightly News	530p-6p		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	M-W----				2	\$700.00			
N 20	WOWT	04/25/22	04/29/22	News @ 630p M-F	630p-7p		:30			NM	10	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$300.00			
N 21	WOWT	04/30/22	04/30/22	News @ 5p Sa	459p-530p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$300.00			
N 22	WOWT	04/30/22	04/30/22	News @ 630p Sa	630p-7p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$200.00			
N 23	WOWT	04/24/22	04/24/22	News @ 5p Su	459p-530p		:30			NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				1	\$250.00			
N 24	WOWT	04/25/22	04/30/22	The Tonight Show	1035p-1136p		:30			NM	15	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				15	\$150.00			
N 25	WOWT	04/25/22	04/30/22	Late Night w/ Seth Meyers	1136p-1237a		:30			NM	10	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$50.00			
N 26	WOWT	04/30/22	04/30/22	Saturday Night Live	1030p-12a		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$200.00			
N 27	WOWT	04/25/22	04/30/22	News @ 10p M-F	10p-1035p		:30			NM	15	\$5,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				15	\$375.00			
N 28	WOWT	04/30/22	04/30/22	News @ 10p Sa	10p-1035p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$350.00			
N 29	WOWT	04/24/22	04/24/22	News @ 10p Su	10p-11p		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/18/22	04/24/22	-----S				2	\$250.00			
N 30	WOWT	04/25/22	04/30/22	Weekday Jeopardy	6p-630p		:30			NM	10	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$325.00			
N 31	WOWT	04/25/22	04/30/22	Sa Jeopardy	6p-630p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				1	\$200.00			
N 32	WOWT	04/25/22	04/30/22	Monday Prime 2 Hour	657p-9p/8p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	M-----				1	\$450.00			
N 33	WOWT	04/25/22	04/30/22	Tuesday Prime Hr 2	8p-9p		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-T-----				1	\$1,100.00			
N 34	WOWT	04/25/22	04/30/22	Tuesday Prime Hr 3	9p-10p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-T-----				1	\$550.00			
N 35	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 1	657p-8p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	--W----				1	\$750.00			
N 36	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 2	8p-9p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	--W----				2	\$750.00			
N 37	WOWT	04/25/22	04/30/22	Wednesday Prime Hr 3	9p-10p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	--W----				1	\$750.00			
N 38	WOWT	04/25/22	04/30/22	Thursday Prime Hr 1	657p-8p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	---T---				2	\$350.00			
N 39	WOWT	04/25/22	04/30/22	Thursday Prime Hr 2	8p-9p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	---T---				2	\$400.00			
N 40	WOWT	04/25/22	04/30/22	Thursday Prime Hr 3	9p-10p		:30			NM	1	\$450.00

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Week:		04/25/22	05/01/22	---T---				1	\$450.00			
N 41	WOWT	04/25/22	04/30/22	Friday Prime Hr 1	657p-8p		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	----F--				1	\$400.00			
N 42	WOWT	04/25/22	04/30/22	Friday Prime 2 Hour	657p-9p/8p-10p		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	----F--				2	\$400.00			
N 43	WOWT	04/25/22	04/30/22	Saturday Prime Hr 2	8p-9p		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				2	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/25/22-05/01/22	Saturday Prime Hr 2	8p-9p	-----Sa--	:30		\$300.00	NM		
	See MG 43.3,43.4											
	2	WOWT	04/25/22-05/01/22	Saturday Prime Hr 2	8p-9p	-----Sa--	:30		\$300.00	NM		
	See MG 43.3,43.4											
	3	WOWT	04/25/22-05/01/22	Saturday Prime	657p-9p/8p-10p	-----Sa--	:30		\$300.00	NM		
	Ⓜ MG for 43.2,43.1											
	4	WOWT	04/25/22-05/01/22	Saturday Prime	657p-9p/8p-10p	-----Sa--	:30		\$300.00	NM		
	Ⓜ MG for 43.2,43.1											
N 44	WOWT	04/25/22	04/30/22	Saturday Prime Hr 3	9p-10p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				1	\$450.00			
N 52	WOWT	04/25/22	04/30/22	Early Today	4a-430a		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				5	\$25.00			
N 53	WOWT	04/25/22	04/30/22	Morning News Show	5a-6a		:30			NM	10	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				10	\$80.00			
N 54	WOWT	04/30/22	04/30/22	NBC Nightly News Sa	530p-6p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	-----S-				1	\$350.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOWT	04/25/22-05/01/22	NBC Nightly News Sa	530p-6p	-----Sa--	:30		\$350.00	NM		
	See MG 16.2,16.3,16.4,16.5,16.6											
N 55	WOWT	04/25/22	04/30/22	10p News Repeat	1237x-115x		:30			NM	5	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	MTWTF--				5	\$25.00			
N 56	WOWT	04/25/22	04/30/22	Monday Prime Hr 3	9p-10p		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		04/25/22	05/01/22	M-----				2	\$500.00			
Totals											248	\$48,525.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
03/28/22 - 04/24/22	7	\$1,450.00	(\$217.50)	\$1,232.50
04/25/22 - 04/30/22	241	\$47,075.00	(\$7,061.25)	\$40,013.75
Totals	248	\$48,525.00	(\$7,278.75)	\$41,246.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

All advertising, production services, consulting services, and digital management services sold or offered by Gray Television Group, Inc. or Gray Media Group, Inc. (collectively "Gray") are subject to Gray's Standard Terms and Conditions available at www.gray.tv/advertising.



WOWT
3501 Farnam St.
Omaha, NE 68131
Sales T & C: www.gray.tv/advertising
(402) 346-6666

<u>Contract / Revision</u> 2531164 /		<u>Alt Order #</u>
<u>Advertiser</u> Herbster for Governor		<u>Original Date / Revision</u> 04/21/22 / 04/22/22
<u>Contract Dates</u> 04/24/22 - 04/30/22	<u>Product</u> Herbster	<u>Estimate #</u> 424430

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

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